

## Designing a Magazine Advertisement

- Create an advertising layout proof for a real or invented product of your choice.
- Your advertising layout must include the following elements: headline, illustration, body copy, and signature.
- Your advertising layout can be prepared using drawings, illustrations, or artwork produced by yourself or obtained from a magazine.
- Sketch a rough draft of your advertising layout before creating your proof. Remember, a proof shows exactly how the ad will look in print.
- On the back of your ad, answer the following questions:
  1. What is the product being sold?
  2. How would you describe the ad?
  3. What image is associated with the ad?
  4. Which advertising appeal is being used?

Item	Points Available	Points Earned
Question 1: What is the product being sold?	10	
Question 2: How would you describe the ad?	10	
Question 3: What image is associated with the ad?	10	
Question 4: Which advertising appeal is being used?	10	
General Format:		
Is the ad well organized and easy to follow?	5	
Is the ad clean and uncluttered?	5	
Is the use of white space appropriate?	5	
Headline:		
Does the headline attract attention?	5	
Illustration:		
Is the illustration large enough?	5	
Does the illustration demonstrate a benefit or show the product in use?	5	
Body Copy:		
Is the copy complete and specific?	5	
Does the copy appeal to the senses?	5	
Is spelling correct?	5	
Signature:		
Is the signature (logo) distinctive?	5	
In-Class Presentation of Advertisement	10	
<b>TOTAL POINTS</b>	<b>100</b>	